

Discover Dunwoody Board of Directors
Meeting Minutes
October 13, 2020
Le Meridien
111 Perimeter Center W
Dunwoody, GA 30346

Members Present: Alicia Wiley, Charlie Augello, Ricardo Gonzalo, Bill Baker, Bill Grant, Catherine Lautenbacher, Cher Breslin, Sharon Kilmartin, and Denise Gaines.

Others Present: Hon. Lynn Deutsch, Mayor of Dunwoody, Steven Schumacher, Brooks W. Binder, Michael Starling, Kim Franz, and Jennifer Rao.

Meeting called to order at 10:08 a.m.

Approval of Minutes

- Upon motion duly made, seconded and unanimously approved, the Minutes of the January 2020 Meeting (attached as Exhibit A) were approved.

Approval of New 2020 Board Members and Discussion of 2021 Board Member Openings / Executive Committee Nominations

- On behalf of the Nominating Committee, Steven Schumacher presented the proposed new members, Denise Gaines to replace the hotel seat vacated by Ryan Booker and Cher Breslin to replace the City Council seat vacated by Cathy Brandt.
- After discussion, upon motion duly made, seconded and unanimously approved, the new 2020 Board Members were approved.
- Discussion was opened in regard to 2021 Board Openings and tabled until the next Board meeting.

Guest Reports

- The Hon. Lynn Deutsch, Mayor of Dunwoody, was welcomed to the Board Meeting. She discussed impact of COVID-19 on capital projects, ongoing efforts to push for walkability in area, plans to give grants to small businesses from CARES Act funds, expressed gratitude towards Discover Dunwoody for initiatives geared at supporting restaurants and lodging, and introduced #LetsDoLunch campaign. Fielded question from Board Chair Alicia Wiley regarding efforts specifically geared towards hotels, in particular security cameras.
- Michael Starling presented information regarding the implementation of the public art initiative, where we stood on the wayfinding project, and the possibility of a capital bond to help fund needed initiatives. Also discussed current state of commercial properties in area and the current 26% vacancy rate.

Discussion of COVID-19 Impact

- Change in agenda initiated by Board Chair, Alicia Wiley opening up discussion to all attendees to discuss how their business/organization has been impacted by COVID-19.
- Hotels seeing drop in occupancy and reduced room rates. Lack of brand loyal customers. Little business travel. More rowdy and demanding crowd. Increase of 30% in disputed credit card charges.
- Mall traffic at 80-90%. Reduced hours. Change in Black Friday sales. No Thanksgiving opening. Curbside pickup spaces opened. Openings of Lazy Dog and Buffalo Wild Wings on hold.

Discover Dunwoody Team Report

- Kim Franz introduced Crisis Management Plan, discussed marketing wins for Discover Dunwoody during COVID, including Everything Will Be OK campaign which achieved worldwide exposure, increase in social media/website interest post-EWBOK and how our marketing has shifted during COVID.
- Steven Schumacher discussed COVID impact on sales, decrease in occupancy rates, and weekly STR report.
- Steven Schumacher and Jennifer Rao recapped impact of COVID on 2020 Budget and changes made to preserve reserve funds.

Executive Session called by Alicia Wiley at 12:55 p.m. to discuss 2021 Budget prior to presentation, and meeting was adjourned from Executive Session. Feedback was provided to Interim Executive Director, Steven Schumacher, and Budget 2021 presentation was pushed to October 27, 2020.

Exhibit A
Discover Dunwoody Board of Directors
Meeting Minutes
January 30, 2020
Discover Dunwoody Headquarters
301 Perimeter Center North
Suite 200
Dunwoody, GA 30346

Members Present: Alicia Wiley, Charlie Augello, Ryan Booker, Bill Baker, Bill Grant, Ricardo Gonzalo, Dave Toolan and Kathy Brandt

Others Present: Hon. Lynn Deutsch, Mayor of Dunwoody, Katie Williams, Brooks W. Binder, Melanie Watson, Michael Starling, Steven Schumacher, and Kim Franz

Meeting called to order at 11:38 a.m.

Approval of Minutes

- Upon motion duly made, seconded and unanimously approved, the Minutes of the October 24, 2019 Meeting (attached as Exhibit A) were approved.

Approval of 2020 Board Members and New Officers

- On behalf of the Nominating Committee, Katie Williams presented the proposed slate of 2020 Board Members and Officers (attached as Exhibit B)
- After discussion, upon motion duly made, seconded and unanimously approved, the 2020 Board Members and New Officers were approved.

Guest Reports

- The Hon. Lynn Deutsch, Mayor of Dunwoody, was welcomed to the Board Meeting.
- Michael Starling presented updates about office projects, hotel developments and other construction and leasing projects in Dunwoody.
- Mayor Duetsch, just 4 weeks into her first term as Mayor, spoke about the future direction of Dunwoody, including law enforcement, parks and recreation, and transportation issues.

Committee Reports:

Executive:

- Alicia Wiley reported on the STR report for the market and the Board engaged in discussion on expected developments in the hotel market for 2020.

Personnel:

- Katie Williams is leaving Discover Dunwoody to pursue a new opportunity in Athens, Georgia.
- Alicia Wiley expressed the Board's great appreciation for Katie Williams' excellent leadership.

Financials:

- The draft 2019 financials and 2020 Budget were presented for review and the Board engaged in detailed discussion about the financials.

Director's Report:

- Kim Franz and Steven Schumacher presented marketing and sales reports to the Board, which the Board had reviewed sent prior to the meeting. During their presentations, the Board engaged in discussions with them and Katie Williams Questions about matters relevant to their presentations.

Strategic Plan:

- Katie Williams and Kim Franz led the Board in a discussion about key elements of the Strategic Plan.
- Katie Williams also provided the Board with an update on progress of the wayfinding project.

Annual Meeting Planning:

Katie Williams reported on progress with regard to planning of the annual meeting, which will likely be "rebranded" the Discover Dunwoody Tourism Talk 2020.

New Business:

- Bill Baker and Katie Williams led the Board in a discussion about internal controls and updating of current policies.

Meeting adjourned at 1:13 p.m. and the Board went into Executive Session to discuss personnel matters.